CLAIMS

What I claim as the invention is the following:

1. A multilayer, metallizable, white opaque film including at least a internal core layer and opposed outer skin layers, one of said outer skin layers being a non-voided layer having a surface thereof treated to receive a metal layer thereon and the opposed outer skin layer including an amount of a void creating additive to provide sufficient porosity for the absorption of an aqueous cold glue adhesive of the type employed to adhere a label to a container.

2. The multilayer film of claim 1, wherein said opposed outer skin layer includes calcium carbonate as the void creating additive in an amount of from about 20% to about 60% by weight, based on the weight of said opposed outer layer.

3. The multilayer film of claim 1, wherein said calcium carbonate is present in an amount of at least 25% by weight, based on the weight of said opposed outer layer.

4. The multilayer film of claim 1, wherein said calcium carbonate is present in an amount of at least 35% by weight, based on the weight of said opposed outer layer.

5. The multilayer film of claim 1, wherein said calcium carbonate is present in an amount of at least 40% by weight, based on the weight of said opposed outer layer.

6. The multilayer film of claim 1, wherein said opposed outer skin layer is oxidatively treated to enhance adherence of the cold glue adhesive to said opposed outer skin layer.

7. The multilayer film of claim 2, wherein said opposed outer skin layer is oxidatively treated to enhance adherence of the cold glue adhesive to said opposed outer skin layer.

8. The multilayer film of claim 3, wherein said opposed outer skin layer is oxidatively treated to enhance adherence of the cold glue adhesive to said opposed outer skin layer.

9. The multilayer film of claim 4, wherein said opposed outer skin layer is oxidatively treated to enhance adherence of the cold glue adhesive to said opposed outer skin layer.

10. The multilayer film of claim 5, wherein said opposed outer skin layer is oxidatively treated to enhance adherence of the cold glue adhesive to said opposed outer skin layer.

11. The multilayer film of claim 1, wherein said internal core is free of void creating additives.

12. The multilayer film of claim 1, wherein the outer layer that is treated to receive a metal layer thereon has a thickness of approximately 20 gauge or less; said core layer has a thickness of approximately 200 gauge and said opposed outer skin layer has a thickness of about 15-25 gauge.

13. The multilayer film of claim 6, wherein the outer layer that is treated to receive a metal layer thereon has a thickness of approximately 20 gauge or less; said core layer has a thickness of approximately 200 gauge and said opposed outer skin layer has a thickness of about 15-25 gauge.

14. The multilayer film of claim 1, wherein said film is a biaxially oriented polyolefin film.

15 The multilayer film of claim 6, wherein said film is a biaxially oriented polyolefin film.

16. The multilayer film of claim 1, wherein said film is a biaxially oriented polyolefin film.

17. The multilayer film of claim 1, including a metal layer on the outer surface of said one of said outer skin layers.

18. The multilayer film of claim 6, wherein said film is a biaxially oriented polyolefin film.

19. The multilayer film of claim 6, including a metal layer on the outer surface of said one of said outer skin layers.

20. A label cut from the multilayer film of claim 17, said label being intended to be part of a stack of labels for removal from said stack to be applied to a bottle or other suitable container with the metal layer facing outwardly of said bottle or other suitable container.